



all seasons  
bird feeding

# hobby

## GUIDE



WBU Modern Rustic Classic Feeder with  
Fiery Feast™ Hot Pepper No-Mess Blend  
Carolina Chickadee



The North American bird population has decreased by 2.9 billion breeding adults, a net loss of 29% over the last half-century.\* Scientists have identified habitat loss and degradation as the biggest reasons for the decline.

Wild Birds Unlimited is proud to support the Gardening for Birds program from Birds Canada, which helps you design a garden to re-create habitat for birds!

To learn more, visit your local Wild Birds Unlimited Store: [www.wbu.com/birdscanada](http://www.wbu.com/birdscanada)

\*[www.3billionbirds.org/findings](http://www.3billionbirds.org/findings)

# Gardening for Birds

[www.wbu.com/gardening-for-birds](http://www.wbu.com/gardening-for-birds) • [www.wbu.com/save-the-song-birds](http://www.wbu.com/save-the-song-birds)

**Take your love of birds to the next level by creating habitat in your yard or garden that provides life-saving resources (think food, water, and shelter) for birds throughout the year.**



## Food

Include native plants in your yard to provide song birds with natural food sources. You also can attract a greater number and variety of birds by offering a consistent, reliable supplemental food source in the form of a bird feeder filled with a quality seed blend. Creating a bird feeding station with a variety of foods and various bird feeders will bring you many hours of bird watching enjoyment.



## Water

Birds need clean, reliable water sources for drinking and bathing throughout the year. Water can attract as many birds to your yard or patio as a food. Often, you will attract birds that do not normally visit your bird feeders.



## Cover

Birds need protective cover for times of rest, social interaction and as a retreat from foul weather and predators. Landscaping for the ideal wildlife habitat should use a variety of native plants ranging in size and density.



## A Place to Raise Young

The same native plants that provide food and shelter can provide safe areas for many species of wildlife to mate, build nests and raise their families. But, with the increased loss of natural habitat, many cavity-nesting birds are having trouble finding homes. By providing bird houses, you will encourage these birds to raise their young in your yard.



## Sustainable Practices

The idea of a flawless lawn may be a thing of the past. A few weeds and insects are a small price to pay — better for the environment and the birds. Maintaining your landscape in a sustainable, environmentally-friendly way ensures that the soil, air and water that native wildlife (and people) rely upon stay clean and healthy.

# WBU Blends Are a Better Value

**100%**  
Seeds birds will eat



Only  
**27%**  
Seeds birds will eat

**73% Filler Seeds**  
such as milo, wheat and other grains

Birds kick filler seeds to the ground to get to the good stuff.

**Brand X**  
Bird Seed Mix\*

\*Actual analysis of a bird seed mix commonly sold in major chain stores.



## Keeping Bird Food Fresh and Healthy [www.wbu.com/keeping-bird-food-fresh](http://www.wbu.com/keeping-bird-food-fresh)

- Store bird seed in rodent- and insect-proof containers in a cool and dry location outside of your home.
- Never mix old seed with new seed.
- Keep bird feeders filled with a few days' supply of seed to ensure it is eaten quickly and stays fresh.
- Discard moldy, rancid or foul-smelling seed, because it can be a health hazard to birds.

## Keeping Bird Feeders Clean and Sanitized [www.wbu.com/bird-feeder-care-cleaning](http://www.wbu.com/bird-feeder-care-cleaning)

- Clean and sanitize bird feeders regularly with a solution of one part bleach and nine parts water.
- Use a brush to remove any mold or debris.
- Rinse well and allow to dry completely before refilling with fresh bird food.



## 150 Bird Species Love It (& Counting)

Jim Carpenter is the founder of Wild Birds Unlimited and the creator of Jim's Birdacious® Bark Butter®, the food that has attracted more species of birds than any other.

Available only at Wild Birds Unlimited, now there are multiple ways to treat your birds with Bark Butter, including Bark Butter Bits, Bark Butter QuickBites® and Bugs & Bits™. No matter where you like to feed the birds, we have a Bark Butter product your birds will love.



Bugs & Bits™



Bark Butter®

For more information,  
visit [www.barkbutter.com](http://www.barkbutter.com).



Most of our Bark Butter products are available in our original formula or with hot pepper, to help deter critters you would rather not feed.



Downy Woodpecker  
Black-capped Chickadee

# Hot Pepper Bird Foods

## Feed the Birds, Not the Squirrels



### Keep Critters Away from Any Feeder

The days of using baffles and cages to protect your bird feeders from squirrels and other critters are now a thing of the past! With our hot pepper bird foods, available exclusively from Wild Birds Unlimited, you can use hopper feeders, trays - most any feeder and watch the critters pass on by. Birds readily eat foods containing hot pepper, but critters like squirrels, rodents and raccoons...not so much.

Our Fiery Feast™ and SunFire™ Chips work in any type of feeder. Each comes in a convenient, pour spout bag.

Or try offering suet, seed cylinders or Bark Butter® with hot pepper. All of these foods allow you to feed the birds almost anywhere, while telling the critters to take a hike!



**Hot Pepper Seed Cylinder**  
Downy Woodpeckers



**Hot Pepper Stackables®**  
Carolina Wren &  
Eastern Bluebird



**Hot Pepper Suet Cakes**  
Carolina Chickadee &  
White-breasted Nuthatch



**Hot Pepper No-Melt Suet Cylinder**  
Carolina Chickadee &  
Downy Woodpecker

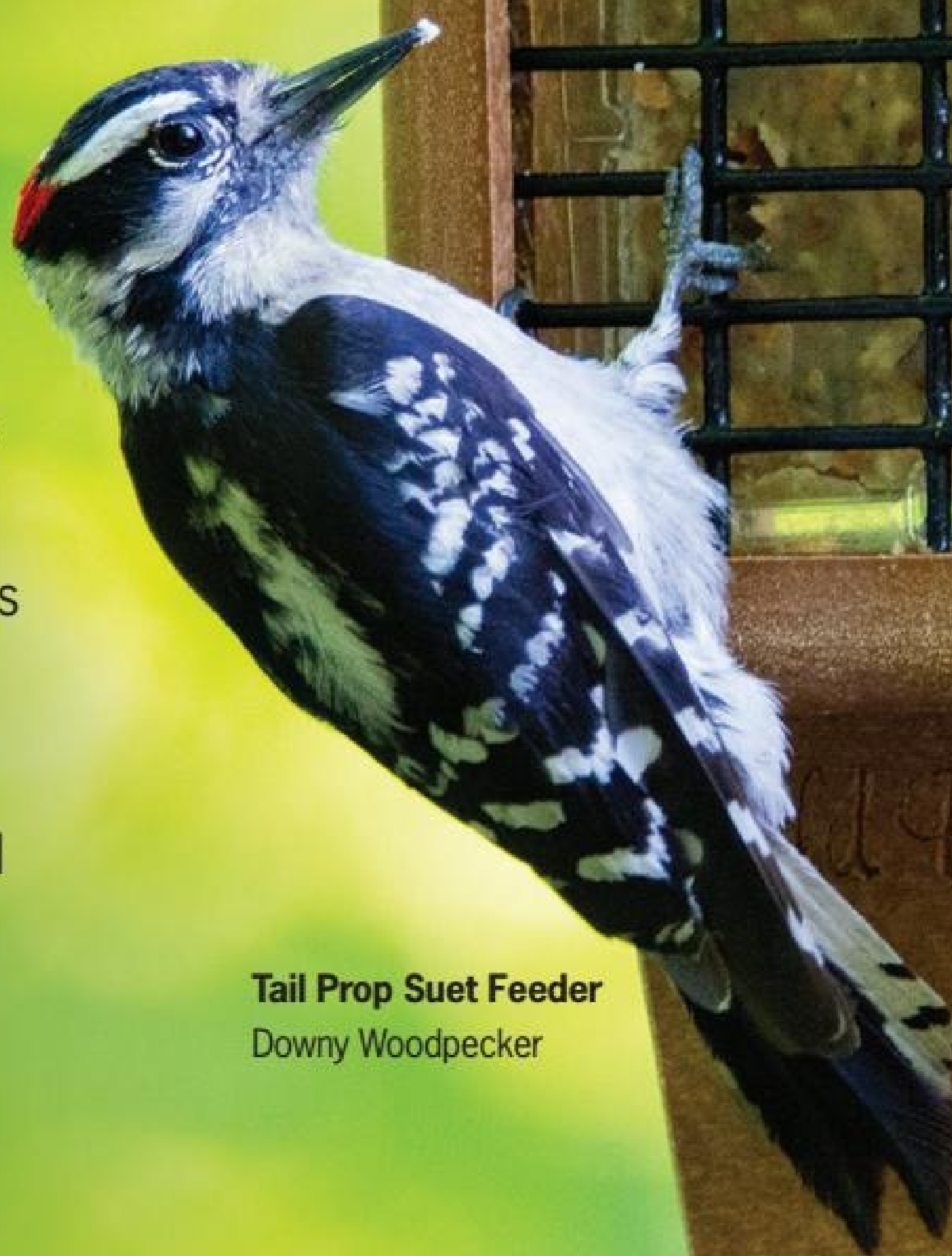
# SuperSuet™

SuperFood for your birds

For the birds in your backyard, suet equals energy! Now you can give them a super-boost with SuperSuet, available exclusively at Wild Birds Unlimited.

No other suet on the market is higher in protein and fat. Our SuperSuets include calcium to support the birds' nutritional needs especially during nesting season. And they're loaded with mealworms, peanuts and tree nuts for year-round nutrition.

We even offer Hot Pepper SuperSuet, an ideal solution to keep squirrels away. Birds love it, but squirrels and other critters will shy away.



**Tail Prop Suet Feeder**  
Downy Woodpecker



**SuperSuet**



**Hot Pepper SuperSuet**



**No-Melt SuperSuet**  
Cylinder Also Available



**Hot Pepper No-Melt SuperSuet**  
Cylinder Also Available





## Seasonally Savvy Foods

Being “seasonally savvy” means that you adjust your feeding program to suit the behavior of the birds over the course of the changing seasons.



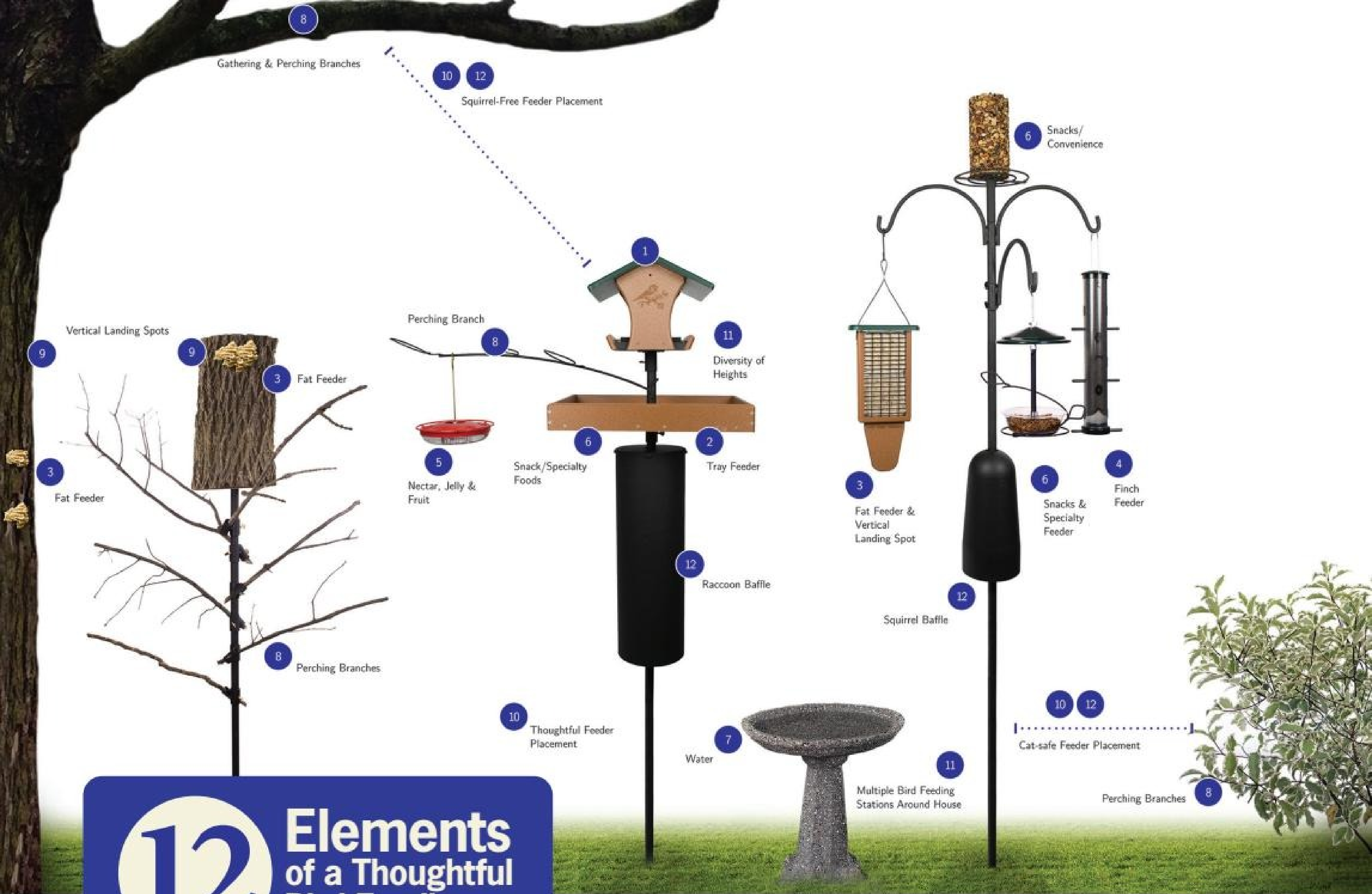
Carolina Chickadee

During winter season, you can help by providing your birds with a super-boost of the fat and protein they need. Even when winter weather is warm, birds need high fat foods for essential energy to endure extended hours of darkness. Our exclusive Winter SuperBlend™ and Winter SuperBlend Seed Cylinders are packed with the nutrition birds need to survive the winter season.



During nesting season, you can help by providing birds a super-boost of the protein and calcium they need. The demand for protein and calcium is highest between the time they hatch until they reach their full adult size. Even as birds go through their post-nesting molt, our Nesting SuperBlend™ and Nesting SuperBlend Seed Cylinders provide the nutrition birds need to grow strong feathers.



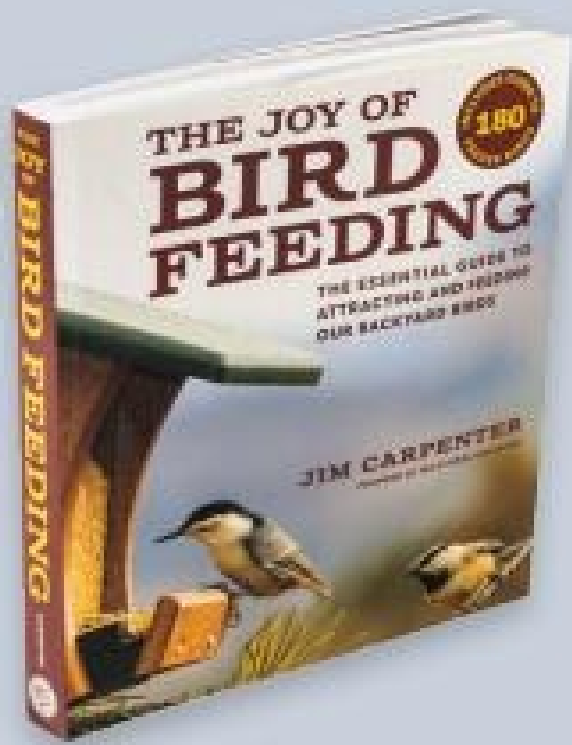


# 12 Elements of a Thoughtful Bird Feeding Station

Whether you have been feeding the birds for years or you're new to the hobby, the 12 Elements of a Thoughtful Bird Feeding Station will help you identify exactly which food and feeder combinations are most likely to bring in daily, seasonal, and rare birds. You will be thoughtful about where to place your feeders, how to create an inviting and safe environment for the birds, and how to solve basic problems.

The 12 Elements of a Thoughtful Bird Feeding Station work in harmony to increase the wonderful views you have of the birds and their behaviors. These elements also limit issues and frustrations—always a good thing. Of course, you can pick and choose which elements are suitable to your yard, but you may find the greatest enjoyment when you take advantage of all of the elements at the same time.

To learn more about creating a thoughtful bird feeding station, read *The Joy of Bird Feeding* by Jim Carpenter, Founder of Wild Birds Unlimited.



## Feeder Choices

1. Foundational feeder
2. Tray feeder
3. Fat feeder
4. Finch feeder
5. Nectar, jelly and fruit feeder
6. Snacks/specialty/convenience

## Water

7. Source of water year-round

## Nearby Landing Surfaces

8. Perching branches
9. Vertical landing spots

## Feeder Locations

10. Thoughtful feeder placement
11. Multiple feeding stations

## Basic Problems Solved

12. Station is free of basic problems like squirrels, raccoons and cats.



A foundational feeder holds a blend attractive to 80 percent of the local seed- and nut-eating birds, feeds many birds at one time, and has the capacity for four or more days of food.

The food for your foundational feeder should be a blend tested in your yard and demonstrated to appeal to the largest selection of seed- and nut-eating birds.



**WBU Classic Too  
EcoTough® Hopper Feeder**  
Mountain Chickadee



**EcoClean® Seed Tube**  
American Goldfinch, Tufted Titmouse  
& Chipping Sparrow



**FeatherWeight Cylinder Feeder**  
Carolina Chickadee



**The Eliminator™ Squirrel-proof Feeder**  
House Finches & American Goldfinch

# 2

Tray Feeder

12

Elements  
of a Thoughtful  
Bird Feeding  
Station

Tray Feeders are a favorite feeder style for viewing the birds and their behaviors. Birds find food by sight, so offering various foods in trays means the birds find it easier.



**9x9 EcoTough®  
Tray Feeder**  
House Finch &  
Carolina Chickadee

View the birds up close and personal with our TreeScape Window Feeder. Fill this bird feeder with a seed blend, some Bark Butter® Bits or mealworms and see how many different birds you can attract.



**TreeScape  
Window Feeder**  
Carolina Chickadee



# 3

Fat / Suet Feeder

12

Elements  
of a Thoughtful  
Bird Feeding  
Station

Most feeding stations should have a constant supply of at least one of the many choices of “fat.”



**Bark Butter®**  
Downy Woodpecker



**Hot Pepper No-Melt Suet Cylinder**  
Chickadee, Downy Woodpecker

Suet is a high-energy, high-fat substance that is helpful when insects are harder to find and birds need a little extra energy.

Offering suet at a backyard feeding station is one way to attract a greater diversity of insect-eating birds. Birds that eat suet will still find natural food sources, such as insects, insect eggs and larvae for a well-rounded diet.



**Suet Cake in Tail Prop Suet Feeder**  
Male Hairy Woodpecker



**Our exclusive SuperSuet™**

## Why Our Suet is Better... Simply Better Ingredients

The point of offering suet is to add fat and protein to the diet of suet-eaters. It is difficult to judge a suet cake's quality just by looking at it. What you can't see is that the least expensive cakes have a high proportion of grain, which is inexpensive and adds little protein. It is important to study both the ingredients list and the guaranteed analysis information on the label.

Our Wild Birds Unlimited suets are of the highest quality and have a higher amount of suet than the lower quality cakes. They also have high-protein ingredients added such as peanuts, peanut butter, mealworms and tree nuts.

For the very highest in protein and fat, offer a Wild Birds Unlimited SuperSuet™.

# 4

Finch Feeder

12 Elements  
of a Thoughtful  
Bird Feeding  
Station

Available Exclusively  
at Wild Birds Unlimited

The best feeder for the very small nyjer seed is a tube feeder with tiny little holes called a Finch Feeder. Finches are also attracted to "finch blends," usually a blend of nyjer and fine sunflower chips.

## REVOLUTIONARY PRODUCT

1<sup>st</sup>  
&  
Best

Wild Birds Unlimited®  
**ecoclean®**

Our tube feeders contain a material  
preservative to inhibit microbial damage  
on four treated surfaces:

- Perch Covers
- Tube
- All Black Powder-Coated  
Metal Components
- Seed Diverter



Made in  
U.S.A.

**Finch Feeder**

Lesser Goldfinches  
American Goldfinches

Quick-Clean®  
Removable Base

Manufactured exclusively for Wild Birds Unlimited, Inc.  
EcoClean is a trademark of Wild Birds Unlimited, Inc., Carmel, IN 46032.  
EcoClean products are protected by U.S. Patents.  
U.S. Patent No. 5215039, 5452682, 7621232.



# 5

Nectar, Jelly & Fruit

12

Elements  
of a Thoughtful  
Bird Feeding  
Station

The nectar recipe for Hummingbirds and Orioles is simple: four parts water to one part table sugar, with no red dye. Keep it fresh by cleaning the feeder and changing the nectar regularly.



**WBU High Perch™  
Hummingbird Feeder**  
Ruby-throated Hummingbirds



**WBU Decorative Window  
Hummingbird Feeder**  
Ruby-throated Hummingbirds



**WBU Nectar & Bottle**

- WBU Hummingbird Feeders do not leak. This helps keep bothersome bees and wasps away from the feeder.
- Our feeders have raised ports that keep rain water from diluting the nectar solution.
- In other feeders, nectar solutions can be diluted by overfilling the ant moat. Our Hummingbird Feeders' moats have drains that prevent this from happening, even in the rain.
- Our Hummingbird Feeders provide the best visibility, allowing you to see all the birds feeding at one time.
- Our feeders are easy to fill, clean (top-rack dishwasher safe), hang or mount and are extremely durable.
- All WBU Hummingbird Feeders are backed with a lifetime guarantee.



Made in  
U.S.A.



**WBU Oriole Feeder**  
Male Baltimore Oriole

## Orioles

One of North America's  
Favorite Fruit-eaters

Of the nine oriole species found in North America, the Baltimore is widespread in the east and the Bullock's is common in the west.

Orioles can be drawn to backyards by offering food, such as orange slices, grape jelly and mealworms. They will even use the protein-rich mealworms to feed their nestlings.

Nectar feeders are also attractive to orioles, supplementing the natural nectar they typically find in flowers.

Orioles seem more easily attracted to feeders if their preferred foods are waiting for them upon their return from their tropical winter homes.

Place feeders in the open so they are readily visible and away from other bird feeding stations.



As seasons change, the bird situation in your yard changes. Snack and specialty feeders and foods are your main tools for being seasonally savvy. They bring more diversity to your feeding stations, plus more birds and more joy.

Even though your foundational, fat, and finch feeders satisfy most of your regular visitors, you can add to or change your overall menu to attract more of the resident birds and seasonal birds as they arrive.

Available only at Wild Birds Unlimited, our exclusively formulated bird food cylinders are a convenient way to offer specialty foods such as peanuts and tree nuts, hot pepper foods, dried fruit and mealworms.



**EcoClean® Mesh Peanut Feeder**  
Downy Woodpecker



**Flying Start®**  
Red-bellied Woodpecker  
White-breasted Nuthatch  
Downy Woodpecker



**Hoot the Owl Seed Cylinder**  
American Goldfinch  
Carolina Chickadee



**Bark Butter® QuickBites™**  
are the easiest and most convenient way to offer Bark Butter.

Downy Woodpecker

# 7

Year-Round Water

12

Elements  
of a Thoughtful  
Bird Feeding  
Station

Birds need water all year, making a water source an essential part of your feeding station and one of the major components of any backyard habitat.



Wilson's Warbler

Whether they're feeder visitors or not, birds need water. Offering a reliable source of water is probably the simplest and most important step you can take to increase the number of birds in your yard.

Birds need water as much as they need food. Not only do they need it for drinking, but also for keeping their feathers clean.

When it's extremely hot, a bird's ability to regulate its body temperature can become stressed. Birds do not sweat and must remove excess body heat through their respiratory system, sometimes to the point that they can be seen panting like a dog. This activity dehydrates birds and increases their need to replace fluids.

In winter, clean feathers help birds stay warm, and a bird bath is often the only way to drink and bathe. Research has shown that a chickadee with well-maintained feathers can sustain a 70° F (21° C) layer of insulation between the outside air and its skin.

We offer a variety of bird baths and bird bath accessories that will help attract more birds to your yard or garden throughout the year and in a variety of weather conditions.



American Robin

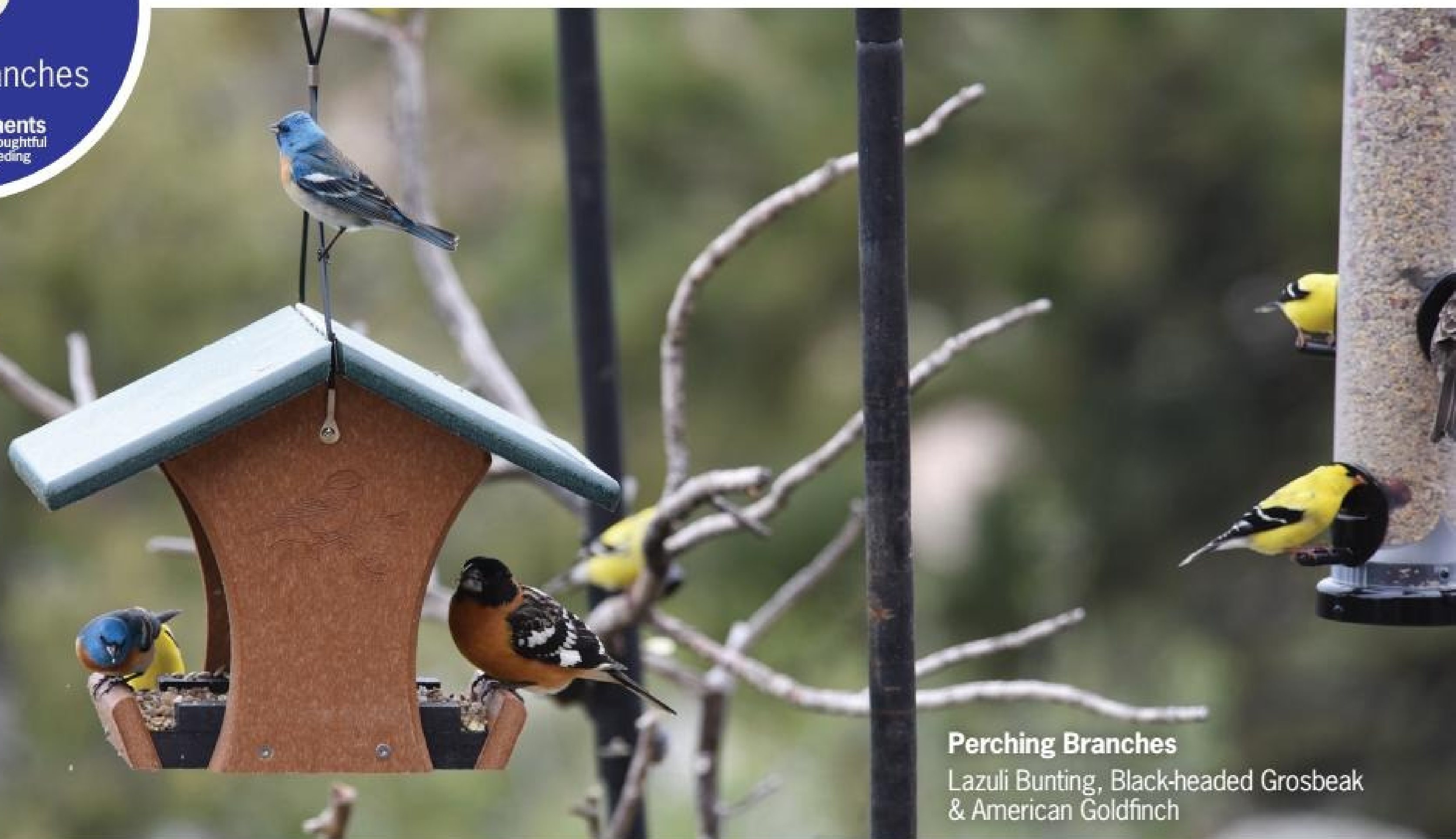
# 8

## Perching Branches

12

Elements  
of a Thoughtful  
Bird Feeding  
Station

With perching branches near feeders, you may see two to four times as many birds at a time at your feeding stations.



### Perching Branches

Lazuli Bunting, Black-headed Grosbeak  
& American Goldfinch

# 9

## Vertical Landing Spots

12

Elements  
of a Thoughtful  
Bird Feeding  
Station

Woodpeckers and nuthatches love to land on vertical surfaces prior to visiting feeders or to dine on Bark Butter® on those vertical surfaces.



### Bark Butter on a Log Feeder

Downy Woodpeckers



# 10

Thoughtful Feeder Placement

12 Elements  
of a Thoughtful  
Bird Feeding  
Station

Our patented Advanced Pole System® (APS) is the foundation for successfully attracting birds to your backyard.

Comprised of interchangeable hardware pieces, the APS lets you create a customized setup that best suits your yard and the birds you want to attract.

All APS parts are powder-coated to prevent rusting, and they fit together easily with no special tools required.

Learn more: [www.wbu.com/aps](http://www.wbu.com/aps)  
APS is protected by U.S. Patent No. 6,386,142

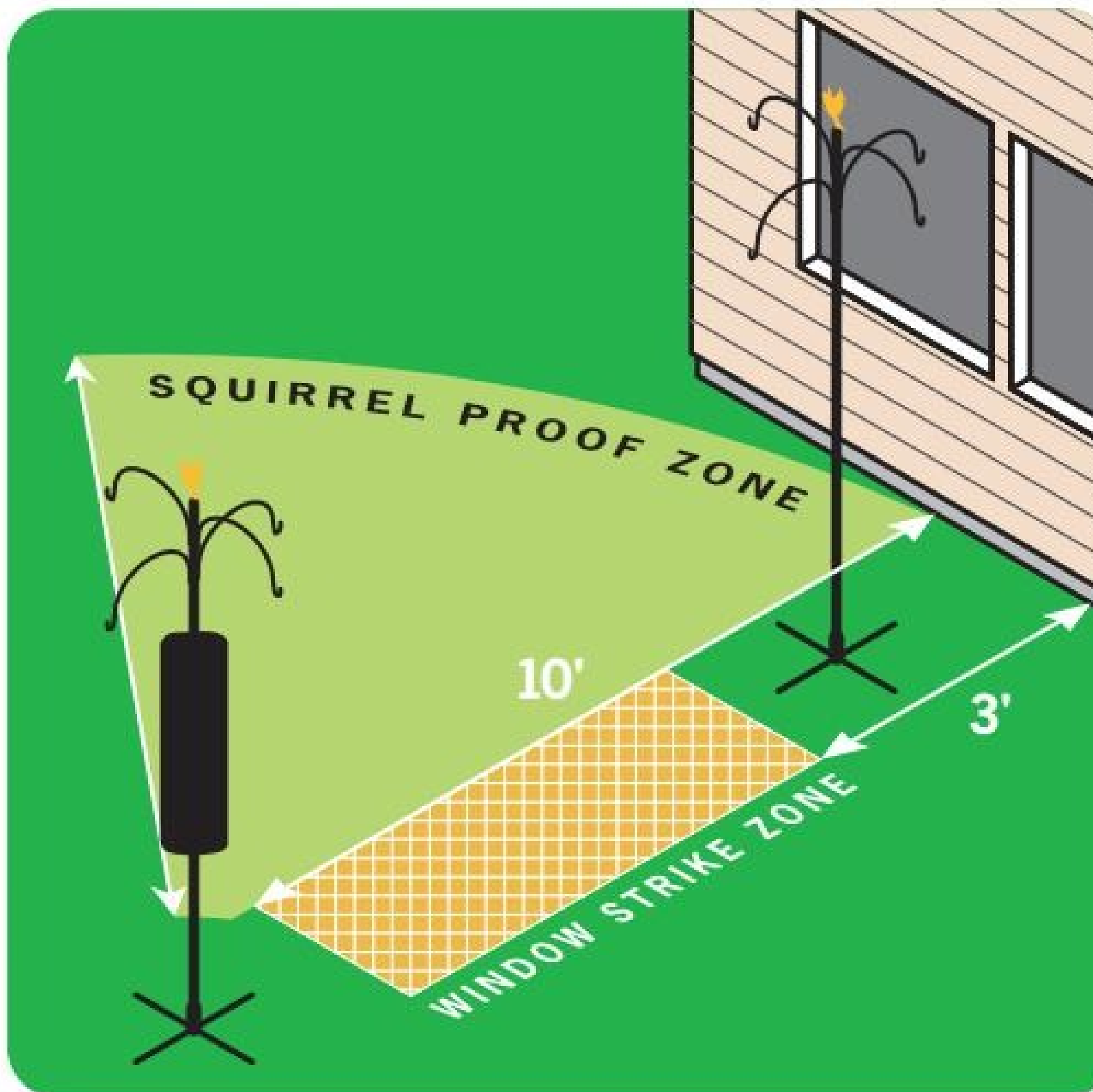
Hang your feeders from a tree. Place a pole in the ground. Mount them on a fence, wall, or window. Or put a pole on your deck railing. There is almost always a way to put your feeders exactly where you want them.



Downy Woodpecker  
Carolina Chickadee



EcoClean®  
Seed Tube  
House Finches



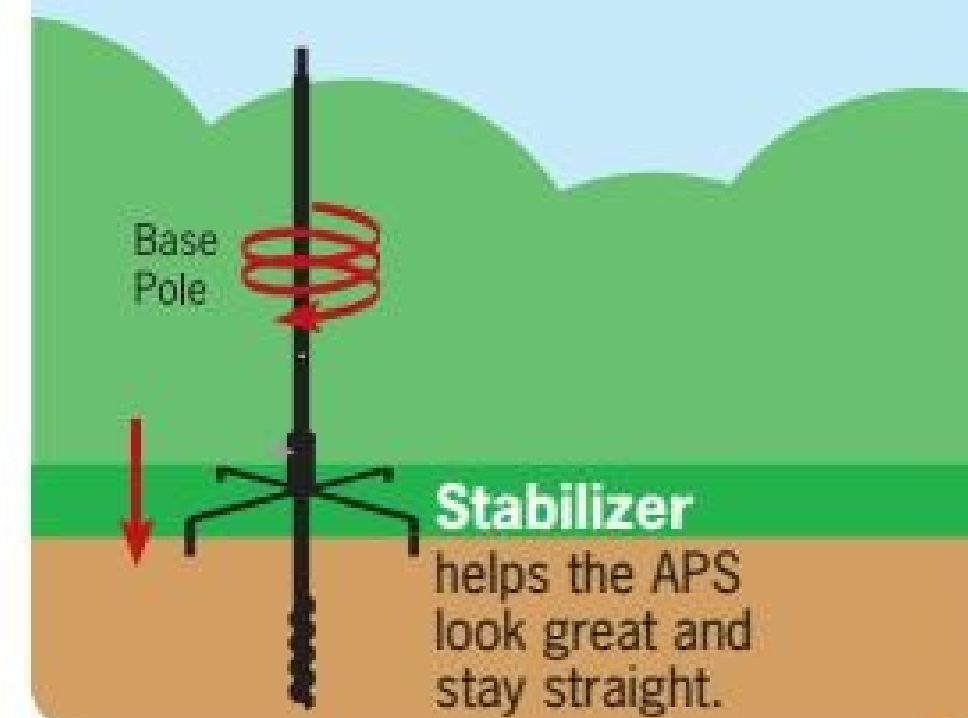
**Deck Setup:** Just attach the easy-to-install deck mount to your deck rail. Next, add the extension pole and arm and top it with the decorative finial; then fill and hang your bird feeders. Assorted deck arms available.

**Window Strike Zone:** To see birds up close, place your setup no more than three feet away from your window. This will decrease the likelihood of birds injuring themselves if they do hit your window. Otherwise, place your setup no less than ten feet away.

**Squirrel-proof Zone:** Place your baffled station at least ten feet away from other objects that squirrels can jump from to make it unreachable.

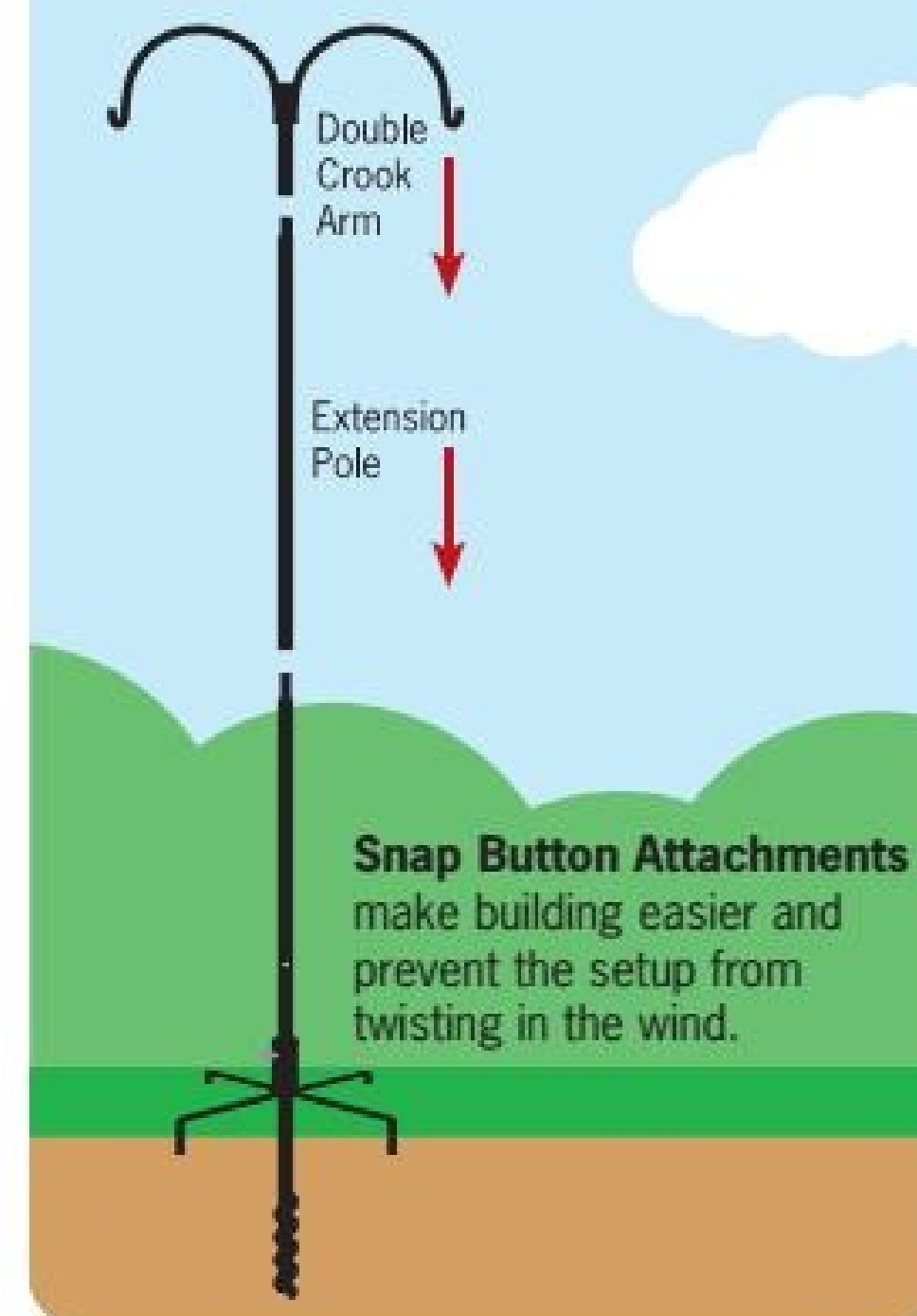
## How to Create Your APS Bird Feeding Station

### Step 1: Plant it



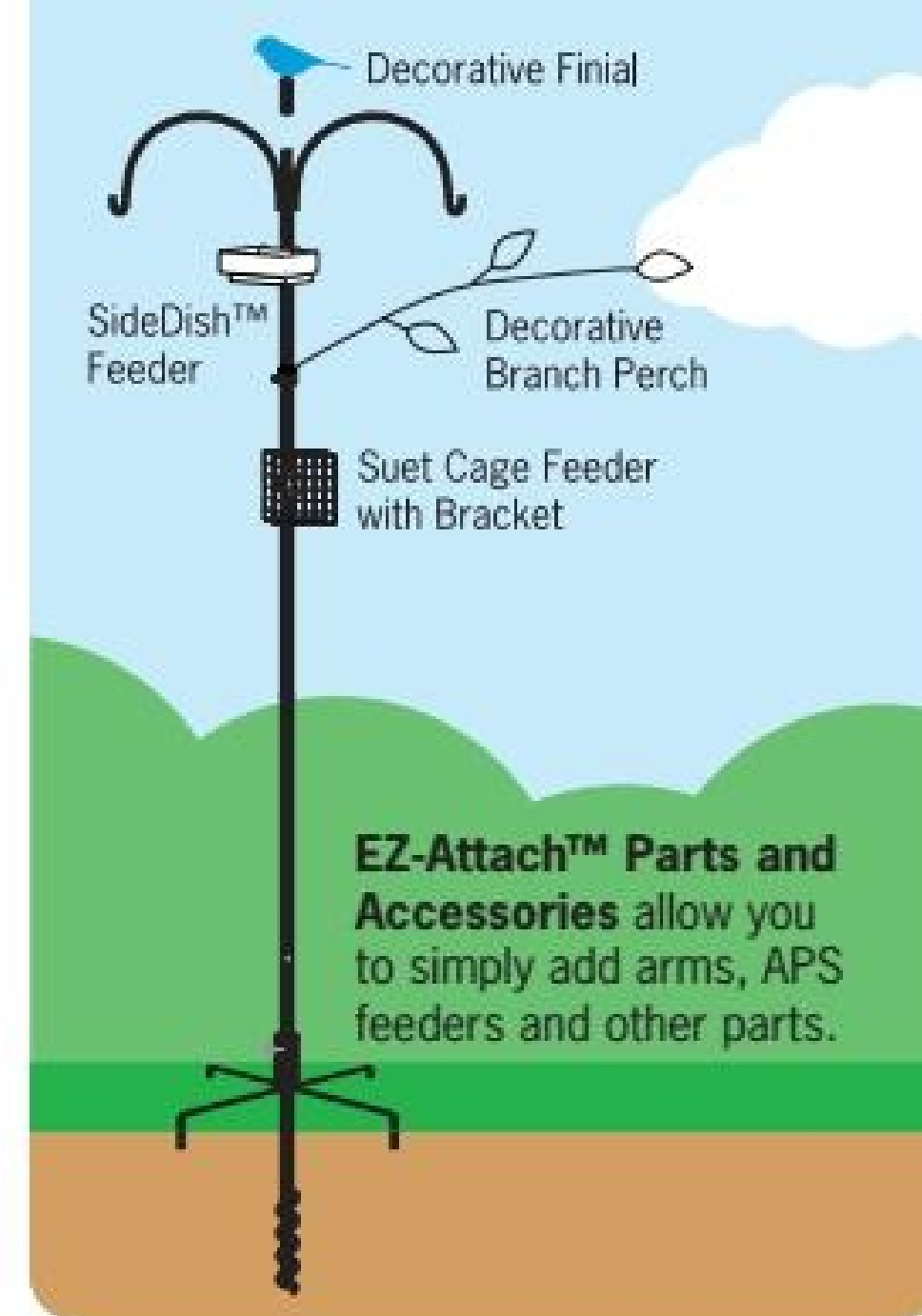
**Stabilizer**  
helps the APS  
look great and  
stay straight.

### Step 2: Extend it



**Snap Button Attachments**  
make building easier and  
prevent the setup from  
twisting in the wind.

### Step 3: Accessorize it



**EZ-Attach™ Parts and  
Accessories** allow you  
to simply add arms, APS  
feeders and other parts.



The more feeding stations you have, the more birds will come to your feeders.



**Classic Too Hopper Feeder**  
Carolina Chickadee

## Our Partners in Nature

The **Cornell** Lab  
of Ornithology  
[www.birds.cornell.edu](http://www.birds.cornell.edu)

 **Audubon**  
[www.audubon.org](http://www.audubon.org)  
More than 2,850 kids sent to  
Audubon Nature Camps



[www.nwf.org](http://www.nwf.org)



[www.bsc-eoc.org](http://www.bsc-eoc.org)

**THE GREAT  
BACKYARD  
BIRD COUNT**

[www.birdcount.org](http://www.birdcount.org)

 **Nature  
centered | Podcast**



Visit [www.wbu.com/podcast](http://www.wbu.com/podcast)  
to subscribe



A podcast from Wild Birds Unlimited about  
feeding the birds and enjoying nature right  
in your own backyard. Relax, enjoy the  
birds, and stay Nature Centered.

# 12

Basic Critter Solutions

12 Elements of a Thoughtful Bird Feeding Station

Choosing the right combinations of feeder, pole, baffle, dome, hanger, and food can generally keep unwanted critters off your feeders.

## The Eliminator™ Squirrel-proof Feeder



Chickadee, American Goldfinch  
Rose-breasted Grosbeak

## Pole Baffles

Deter squirrels from reaching your feeders from below.



Squirrel Baffle

Squirrel Baffle

Squirrel & Raccoon Baffle

The top of the baffle must be 4' to 5' off the ground.

Feeders must be at least 10' from any tree or building.

We offer baffle solutions that work on APS, other hardware and even 4x4 lumber.

## Hanging Baffles

Deter squirrels from reaching your feeders from above.



For best results, tuck a smaller feeder (the bigger the feeder, the bigger the hanging baffle) inside a hanging baffle and place far enough away from tree trunks to prevent sideways jumps.



Hot Pepper Seed Cylinder

Downy Woodpeckers

## OnGuard™ Cages

Allow small birds to eat while deterring squirrels and larger nuisance birds.



## Daily Savings Club® Member Benefits

Your local membership\*  
is only \$25 a year



EVERY DAY  
YOU GET

**15%  
OFF**

The Regular Price of All  
Our Exclusive, Fresh,  
High-Quality Bird Food.

**\$10<sub>BIRD  
BUCK</sub>**

For Every \$200 You Spend  
on Any Merchandise in  
the Store.

**5%  
OFF**

The Sale Price of All Our  
High-Quality Bird Food  
During Our Bird Food Sales.

AND YOU  
GET A

**FREE  
GIFT**

For Joining the Only Club  
that Saves You Money on  
the Best Bird Food All Year.

## Join Today at Your Local Store!\*

\*Each Wild Birds Unlimited franchise store is independently owned and operated. Daily Savings Club Membership benefits are only valid at the Wild Birds Unlimited franchise store where the Membership was purchased.